



WFLX

## ORDER

Print Date 09/05/12 Page 1 of 2

Flight Dates 09/10/12-10/07/12

Contract / Revision 813665 /

Original Date / Revision  
08/27/12 09/05/12

Advertiser Republican Party of Florida

Agency McLaughlin &amp; Associates

Buying Contact

566 South Route 303  
Blauvelt, NY 10913

## Product

RPOF (Bogdanoff, gArdiner, Gaetz)

Agency Com 15%

Billing Contact

566 South Route 303  
Blauvelt, NY 10913

Sales Office H-DC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 435

Alt Order # 06298022

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Candid

Product Codes PL500

Priority P 2

Advertiser Ref

Primary Account Executive  
Will Hilderbrandt

Account Executive	Order%	Start Date	End Date
Will Hilderbrandt	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
DFLX	%	
WFGC	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPTV	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	28	\$6,693.75	\$7,875.00	0.00	08/27/12	09/30/12	28	\$6,693.75	\$7,875.00
October 2012	5	\$2,231.25	\$2,625.00	0.00	10/01/12	10/07/12	5	\$2,231.25	\$2,625.00
<b>Totals</b>	<b>33</b>	<b>\$8,925.00</b>	<b>\$10,500.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WFLX	09/17/12	09/21/12	MORNING NEWS 7A FOX 29 MORNING NEWS	Comm	7-8A	MTWTF--	:30	5	\$100.00	P 2	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	MTWTF--		5			\$100.00		0.00				
E 2	WFLX	09/17/12	09/21/12	MORNING NEWS 8A FOX 29 MORNING NEWS	Comm	8-9A	MTWTF--	:30	5	\$100.00	P 2	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	MTWTF--		5			\$100.00		0.00				
E 3	WFLX	09/17/12	09/21/12	FOX 29 NEWS FIRST AT FOX 29 NEWS FIRST AT	Comm	4-430P	MTWTF--	:30	5	\$100.00	P 2	0.00	NM	5	\$500.00

9/6

9/6



WFLX

Print Date: 09/05/12

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Contract / Revision

813665

Flight Dates 09/10/12-10/07/12

Hiatus Dates

Original Date / Revision 08/27/12/ 09/05/12

Order Sep 00:15:00

Advertiser Republican Party of Florida Product RPOF (Bogdanoff, gArdiner Estimate # 435

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 3	WFLX	09/17/12	09/21/12	FOX 29 NEWS FIRST AT FOX 29 NEWS FIRST AT	Comm	4-430P	MTWTF--	:30	5	\$100.00	P 2	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	MTWTF--					5	\$100.00		0.00			
E 4	WFLX	09/24/12	09/30/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	MTWTFSS	:30	5	\$525.00	P 2	0.00	NM	5	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	MTWTFSS					5	\$525.00		0.00			
E 5	WFLX	10/01/12	10/07/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	MTWTFSS	:30	5	\$525.00	P 2	0.00	NM	5	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	MTWTFSS					5	\$525.00		0.00			
E 7	WFLX	09/17/12	09/23/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	MTWTFSS	:30	7	\$525.00	P 2	0.00	NM	7	\$3,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	MTWTFSS					7	\$525.00		0.00			
E 8	WFLX	09/23/12	09/23/12	FOX News Sunday FOX NEWS SUNDAY	Comm	9-10A	-----1	:30	1	\$75.00	P 2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----1					1	\$75.00		0.00			
Totals														33	\$10,500.00

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> <span style="font-size: 1.2em; font-family: cursive;">WFLX West Palm Bch</span>	<b>Date:</b> <span style="font-size: 1.2em;">8.06.12</span>
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I, McLaughlin & Associates,

being/on behalf of: RPOF 3 PACK (Bogdanoff, Gardner, Gaetz), a legally

qualified candidate of the Republican political

party for the office of: FL State Senate

in the General

election to be held on: 11.06.12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
WFLX # 813665					

**Total Charges:**      ORDER ATTACHED      8925 - net

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Republican Party of Florida

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

RPOF Treasurer: Jeff Howell

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

08.06.12

Date

M Campbell

Signature

***To Be Signed By Station Representative***



Accepted



Accepted in Part



Rejected



Signature

John Hadman

Printed Name

GM

Title



**PAID POLITICAL  
BROADCAST AVAIL REQUEST**

<b>TO:</b>	John Heislman	<b>STATION:</b>	WFLX
<b>FROM:</b>	Will Hildebrandt	<b>HRP OFFICE:</b>	DC

**REQUEST RECEIVED FROM**

**DATE:** 8/7/12

<b>BUYER:</b>	Marianne Campbell
<b>AGENCY:</b>	McLaughlin & Associates
<b>ADDRESS:</b>	566 South Route 303 Blauvelt NY 10913
<b>PHONE #:</b>	203 594 7876
<b>FAX #:</b>	203 594 7877
<b>OTHER:</b>	

**AVAILS FOR**

<b>COMMITTEE:</b>	Republican Party of Florida
<b>CHAIRPERSON:</b>	
<b>TREASURER:</b>	Jeff Howell
<b>ADDRESS:</b>	420 E Jefferson St Tallahassee FL 32301
<b>PHONE #:</b>	850 222 7920
<b>FAX #:</b>	850 681 0184
<b>OTHER:</b>	

**FOR**

<b>CANDIDATE:</b>	RPOF - Bogdanoff, Gardiner, Gaetz
<b>OFFICE:</b>	Florida State House
<b>PARTY:</b>	Republican

<b>DAYPARTS:</b>	ALL
<b>SCHEDULE DATES:</b>	As ordered
<b>COMMERICAL LENGTH:</b>	:30'S
<b>PROGRAMS:</b>	ALL
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	